



# REPORT

*From the office of the...*

## Diversity + Equity Network Director

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TO: Members of the Executive Board  
FROM: Ayesha Zahid  
SUBJECT: Diversity + Equity Network Report #6  
DATE: January 12<sup>th</sup>, 2024

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### **Yearplan Update**

With the help of our executive team, we have completed planning many of our initiatives for December, while also beginning to execute our ideas for 2024. Nonetheless, there are some challenges we have faced in the different collaborations and initiatives we have hoped to pursue.

### **Events, Projects, & Activities**

#### *General Service Usage*

DEN's service usage had increased prior to the break, though also decreased during it. Prior to the break, DEN released three posts as seen below. We also hosted an online giveaway which boosted our follower count significantly. This post reached 1,961 accounts, with 509 non-followers viewing this. We promoted our peer support hiring through an online Instagram post as well. This post reached 1,388 accounts, with 198 non-followers viewing this. Lastly, we wanted to ensure the creation of a holiday post that was inclusive. This post reached 794 accounts, with 43 non-followers viewing this. While former two posts performed well, our holiday post did not perform as well because it was posted during the break, on December 25<sup>th</sup>, 2023.



### Post Insights



December 11, 2023 at 8:33 AM

227

221

33

8

### Overview ⓘ

Accounts reached	1,961
Accounts engaged	295
Profile activity	248

### Reach ⓘ

1,961  
Accounts reached

1,452

509





### Post Insights



December 16, 2023 at 9:48 AM

61

0

30

41

### Overview ⓘ

Accounts reached	1,388
Accounts engaged	113
Profile activity	216

### Reach ⓘ

1,388

Accounts reached

1,190

198





## Post Insights



December 25, 2023 at 8:07 AM



38



9



3



0

### Overview

Accounts reached	794
Accounts engaged	40
Profile activity	16

### Reach

794

Accounts reached

751



43



### *Projects & Events: Observing The National Day of Remembrance of the Québec City Mosque Attack and Action against Islamophobia*

January 29<sup>th</sup>, 2024, will mark seven years since one of the bloodiest mass shootings in Canadian history occurred. DEN has planned an event hosting Abrahamic faith leaders to discuss the importance of expressing solidarity, and standing against hate. We hope to host a panel of 4-6 speakers those being representatives of Judaism, Christianity, and Islam. To ensure this event is inclusive, we will be inviting various student clubs to attend. Also, the venue is still being confirmed though the MUSC Atrium and Memorial Hall serve as the best space for the event. There will be green squares distributed during the event which may be pinned onto clothing as an expression of solidarity for those in attendance. The planning for this event began prior to the break, though will continue until everything is confirmed.

### *Projects & Events: Wellbeing Week: DEN x FCC*

DEN has planned a very interesting initiative for SWHAT's Wellbeing Week. This took much planning and setting up frequent meetings with Hospitality Services to ensure the logistics were carefully discussed and confirmed. DEN's AD has worked very hard to craft and execute ideas for the event. We are very excited for this event as samples will be distributed, with options to also purchase the food in La Piazza. The event will begin at 11:00 AM, a time which may draw in the greatest number of students. There remain few details to work out, such as props and the set-up of the stations, which can be handled closer to the event date.

## **Outreach & Promotions**

### *Summary*

Instagram continues to be the primary platform through which DEN has promoted its initiatives. Engagement had increased significantly prior to the break, though it has declined recently as we are transitioning back. We hope to increase engagement once again through more online campaigns.

### *Promotional Materials*

*DEN has released several new posts on its Instagram, as seen above. DEN has historically approached advocacy online, though this semester we are hoping to exert a physical presence on campus as well through more in-person events. We will continue to curate online posts and campaigns as we have a standing order with the Underground we can exhaust.*

### *Social Media Engagement since the Previous Report*

*DEN's Instagram presence has increased, with more accounts engaging with our service. We are hoping to keep up this momentum into next month as we have a month-long campaign planned for Black History Month.*

## Finances

### *Budget Summary*

DEN has successfully used portions of its budget to fund our events. Our total spending is at \$2073.23, with \$1301.34 of that used from the \$4000 standing order with The Underground. Our recent purchases have included items for the holiday giveaway, social media posts from the Underground, as well as a new service banner as DEN's had not been updated.

## Executives & Volunteers

DEN's executive team has been working hard on the different projects we have. In addition to the hard work of our exec team, we are in the process of hiring peer support volunteers. Through hiring 3-5 volunteers, and collaborating with other peer support services, we hope to support students with intersectional identities. We are currently reviewing applications and hope to report back with the success of this initiative.

## Successes

Our biggest success would be the increase in Instagram followers! Through hosting an online giveaway, DEN gained and sustained over 100 new followers. This increase allows DEN to reach more students, especially given that Instagram is our major platform. We hope to host another exam/self-care giveaway towards the end of the Winter term as it was well received by the community. We are exploring ways to change the giveaway rules as to boost engagement across all of DEN's posts for this year. Here's a picture of the prize!



## **Current Challenges**

DEN is transitioning into regularly scheduled events and posts, following the break. Many of our execs are excited to be back, though they have been introduced to several initiatives we are hosting this month, as well as during the rest of the semester. While we want to ensure that concepts for events materialize, we also don't want to overwhelm or potentially burn out the execs. With this, we have focused on splitting the sub-committees to help with different tasks. We are also hoping to provide regular semester overviews during our weekly exec meets, in addition to discussing current event planning. We are also incentivizing execs to attend the meetings as key updates and plans are discussed. We are tracking attendance and will provide the exec with the best attendance a treat at the end of the semester (shoutout to Rijaa for sharing this idea!!).